





SMALL ENOUGH —
LOW ENOUGH IN PRICE
for you to place
3 to 6 on any bar
JUST PLUG INTO ANY
CONVENIENT SOCKET

Another Seeburg First
MELODY PARADE



America's
5 TOP TONES
of the Week!

Seeburg has expanded more "FIRSTS" than any other phonograph manufacturer. And now here's another — the Seeburg Melody Parade. What is the Melody Parade, you ask? It's a brand new Seeburg control unit that brings the patron America's 5 top tunes of the week. It's a small unit (4 1/2" x 6 1/2") that's a "winner" for every music store. A big feature of the Melody Parade is its low cost. The perfect combination of small size and low cost makes it possible for you to place 3 to 6 Melody Parades where you see fit — and they'll pay for themselves in a very short time. Important too is the fact that Seeburg's Melody Parade is mechanically simple. Just plug it into any wall — and presto, you've got America's choice of the 5 most popular records of the week, ready good on paper, done's it! And it sounds even better on horn, too it — hear it — buy it at your Seeburg distributor.

A GOOD THING IN A SMALL PACKAGE

Henry F. Adams, Director of Sales, J. B. Seeburg Corporation, Tells How About the Development of Melody Parade



"One afternoon a man came into a lecture and asked himself of the bar. He glanced at his watch and called to the attendant, "How late. Let's have a double whisky, in a hurry. The only get a few minutes."

The drink came and the man took several minutes to dispose of it. When he drank, he unconsciously glanced across the room at the phonograph. From his action, it was obvious that he was in a hurry to finish his drink in the least possible time commensurate with his drinking. From his manner, it also seemed he might have used a time measure in the distance of the phonograph together with a hanging his own movement to help him pass the few minutes he had to spare.

When he had finished his drink, he pocketed his change, including two cents, passed of the phonograph to read the program and went out about his business. A person with a strong imagination might have noted a disappointed gleam in the light on the phonograph program holder.

As a matter of fact, there was a close observer in the lecture at the time. He was a Seeburg Representative, and he also was disappointed at the failure of the patron to depend on his watch in the phonograph. The man he thought about it, the more annoyed he became. After a few days, the matter became an obsession and he decided to drop his line of operations in favor of a line of business to see if

there were other "hot and cool" persons who would's rather have had mechanical amusement.

He began business with every kind of phonograph mechanism, and he discovered that what he had feared was true. The patron in a hurry goes down his drink in his hand and seldom adds anything to the revenue of the phonograph operation.

"This," thought the S. B., "needs something done about it." Consequently, he got a series of operators to experiment, business concerns and business partners, and preparing the program into his hand unit, prepared in the home office.

"However," said he, "what this industry needs . . ." and he proceeded to explain what he thought was necessary on the basis of his own case study.

It was logical, I agreed with him and talked to my designers and engineers. Before long, we had a working model on our desk. "Looks good," I said. "Let's test it." We did, and it was good! And that was Melody Parade, the man his customer and his machine, conceived and created.

"It has to be small," said function over. "Because our customer needs is valuable during rush hours." Melody Parade is small. It's a 10 1/2 inch unit that can be held in one hand . . . only 7 inches high, 5 inches wide and 4 1/2 inches deep and it weighs about 1 pound.

(Continued on next page)

ENGINEERED AND DESIGNED
TO DO THE KIND OF A JOB
YOU WANT IT TO DO

The **SEEBURG SYMPHONOLA**

Commander

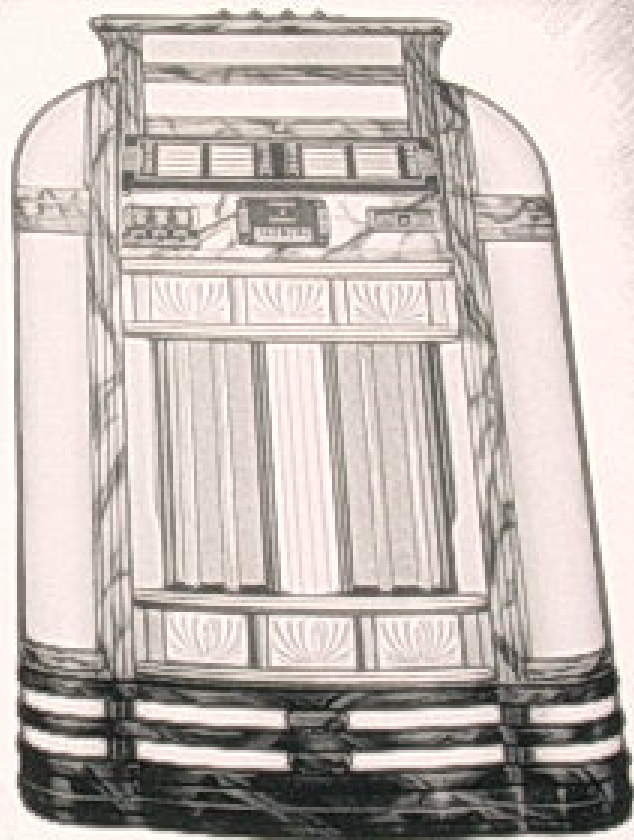
with all these advanced exclusive Seeburg features:

Electric Selection — Standard Equipment with Beside Cabinet Electric Selection available at slight extra cost on standard Commander Model • Master Control Unit* • Dual Tone Flare • Illustrated Selector • Attachments for Auxiliary Tone-Sax Speakers • Illustrated Clean Change • Illustrated "Record Playing" Indicator • Illustrated "Selections Remaining" Indicator • 4 Point Suspension Record Truss • Seeburg Dual Tone Compensator • Seeburg Concentric Tone Arm • Fine Fluting Pick-up Head • Bakelite Housed Contact Spring • Spring Mounted Chassis • Tamper-proof Yeager Counter • Seeburg Record Preference Motor • Floor Cabinet Accessibility • Dust-proof, Climate-proof Record Changer.

*Standard only with Record Player

TWENTY RECORDS

*Electric Selection Gives You the Bonus Over-side —
An Extra Operating Dividend!*



Oh Johnny!

In a 1940 radio spot on Red Skelton's Radio, Bonnie Baker recorded the first "Oh Johnny" record. It was the first of a series of records that she recorded for Seeburg.



MAR 1940



Bonnie started her singing career with a hard-swinging 1939 recording of "Sweetest Thing in Music" on Mercury Records. At 200,000 copies, "Sweetest Thing" became the first record to be certified.



Bonnie Baker, "Queen of the Jukebox" as she is known, has made three million records for Seeburg. She has also recorded for other companies.

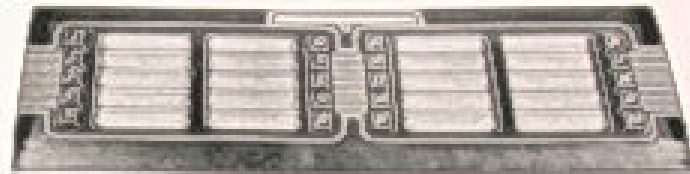


While playing engagements in Cincinnati and Louisville during 1937, Baker was recorded for 15 days by the Red Victor of the Blue.



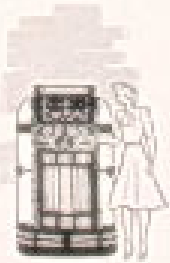
THESE BONNIE BAKER RECORDINGS ARE CURRENTLY AVAILABLE
Oh Johnny, Oh! • Especially for You
Keep It Wonderful • Baby

Only Seeburg GIVES YOU



the PROFIT PROTECTION
 and EXTRA EARNING POWER
 of **ELECTRIC SELECTION!**

the year's most important contribution to Music Operation!



Seeburg has always given you more valuable important advancements than any other phonograph manufacturer. Now, in its 1940 equipment, Seeburg offers you something the entire industry is talking about — Electric Selection! It ensures your patron of hearing the selections they pay for, that eliminates disappointment and helps build repeat play. Electric Selection guarantees you accurate selections, for every record, disc and quarter inserted is recorded! Thus, your profits are completely protected. Lastly, Seeburg's Electric Selection pays you extra dividends — the Bonus Over-ride. When a patron select and pay for the same record it only plays once, satisfying both patron and depositing the 2nd coin as an extra dividend for you. No wonder Seeburg's Electric Selection is called "The year's most important contribution to music operation!"

YOU GET NEW DESIGN with
 EYE COMPELLING BEAUTY
 PERFECT REPRODUCTIVE PERFORMANCE
and the Best Present
 SEEBURG HIGH EARNING POWER
 in the SEEBURG SYMPHONOLA

Colonel

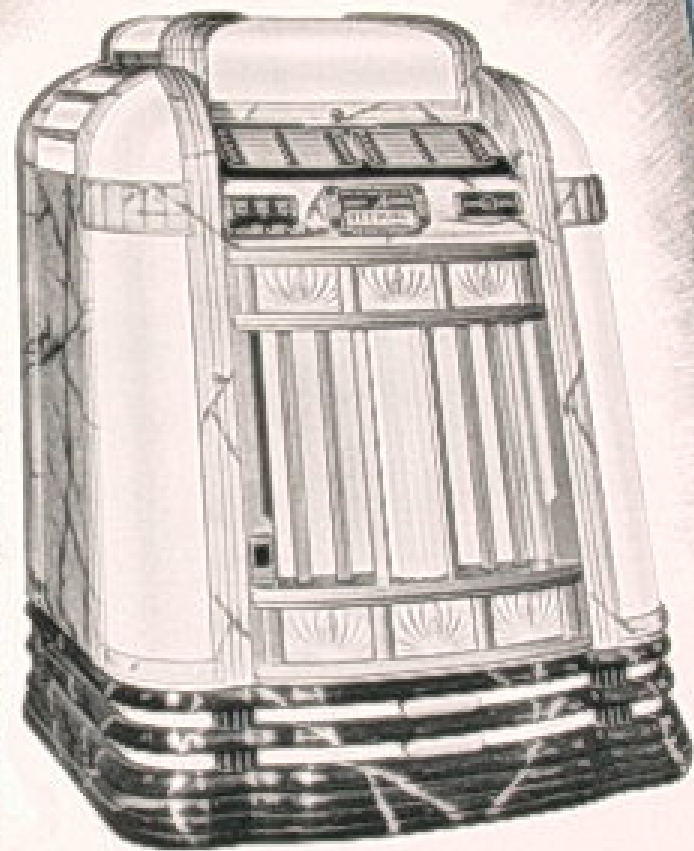
Your Colonel has these Exclusive Seeburg Features!

Electric Selection - Standard Equipment with Remote Control (Electric Selection available in single note set on standard Colonel Model) • Master Control Unit • Single Speed Unit • Illuminated Selection • Arrangement for Auxiliary Top Tone Speakers • Illuminated Coin Chute • Illuminated "Record Playing" Indicator • Illuminated "Selection Remaining" Indicator • Four Suspension Record Drums • Seeburg Tone Compensator • Seeburg Constant Tone Arm • Free Flaring Pick-up Head • Substitutable Contact Spring • Spring Mounted Chassis • Temperature Variable Control • Seeburg Record Preference Meter • Front Cabinet Accessibility • Dust-proof, Climate-proof Record Chamber

*Standard 200 gram Record Changer

TWENTY RECORDS

*Electric Selection is yours Only with
 Seeburg Symphonolas*



take a Shot at
JAIL BIRD

POP!
 BANG!
 BANG!

HIS HAT FLIES UP IN THE AIR!
 2 GUARDS COME CHASING AROUND
 FROM EACH SIDE SHOOTING AT
 JAILBIRD!

*It's the most FUN-sational
 exciting, full of Action
 Amusement game ever built!*

*It's all — it's excitement — it's different — and it's legal! You, Jailbird
 is everything you want in an amusement game, and then some. Jailbird's
 hot gun all when you shoot, and a special spring and back seat side
 shooting of him. It's almost hit in several. Jailbird never missed and
 goes the other way, and another special spring and back seat side
 shooting. Jailbird will keep getting shooting just for you!
 the constantly thrilling and exciting action. And it can
 take up to \$100.00 per week for you. Jailbird is really
 more fun than you can imagine. See it at your Seeburg
 distributor's.*



Seeburg's
 NEWEST
 Ray-O-Lite
 Rifle
 Range



Easy...
 WHEN YOU'VE GOT THE
 PROPER TOOLS!

It would be a difficult task to hit a man with a perfectly
 accurate mechanical tool. But with the proper tools it's
 easy! With the proper tools to make operation so easy to
 learn that anyone can do it. Nothing gives you these proper tools like
 the Play-Boy Rifle and Play-Boy Rifle Range. The
 Play-Boy Rifle is the only one to make your own "hat" fly
 in one part of one motion. With Seeburg's Rifle Range
 and Play-Boy Rifle you can shoot your own "hat" in one
 part of one motion. The added exciting game of Seeburg's
 Rifle Range is the only one to have a special side and back seat
 shooting of him. It's almost hit in several. Jailbird never missed and
 goes the other way, and another special spring and back seat side
 shooting. Jailbird will keep getting shooting just for you!
 the constantly thrilling and exciting action. And it can
 take up to \$100.00 per week for you. Jailbird is really
 more fun than you can imagine. See it at your Seeburg
 distributor's.

It would be a difficult task to hit a man with a perfectly
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 in one part of one motion. With Seeburg's Rifle Range
 and Play-Boy Rifle you can shoot your own "hat" in one
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 Rifle Range is the only one to have a special side and back seat
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 distributor's.



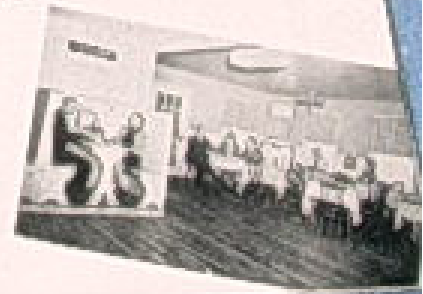
ELKS CLUB
 Minneapolis, Minn.

Members of the club enjoy the
 excitement and fun of the
 game in the club. The
 Play-Boy Rifle and Play-Boy
 Rifle Range are the only
 games of the kind. The
 club is the only one to
 have a special side and
 back seat shooting of
 him. It's almost hit in
 several. Jailbird never
 missed and goes the
 other way, and another
 special spring and back
 seat side shooting.



CENTURY CLUB
 Dallas, Texas

Members of the club enjoy the
 excitement and fun of the
 game in the club. The
 Play-Boy Rifle and Play-Boy
 Rifle Range are the only
 games of the kind. The
 club is the only one to
 have a special side and
 back seat shooting of
 him. It's almost hit in
 several. Jailbird never
 missed and goes the
 other way, and another
 special spring and back
 seat side shooting.



THERE IS NO FINER NOR MORE
COMPLETE PHONOGRAPH BUILT
THAN THE
SEEBURG SYMPHONOLA

SELECTRIC

Concert Master

It's the Only Phonograph with all these Exclusive Advanced Features Standard!

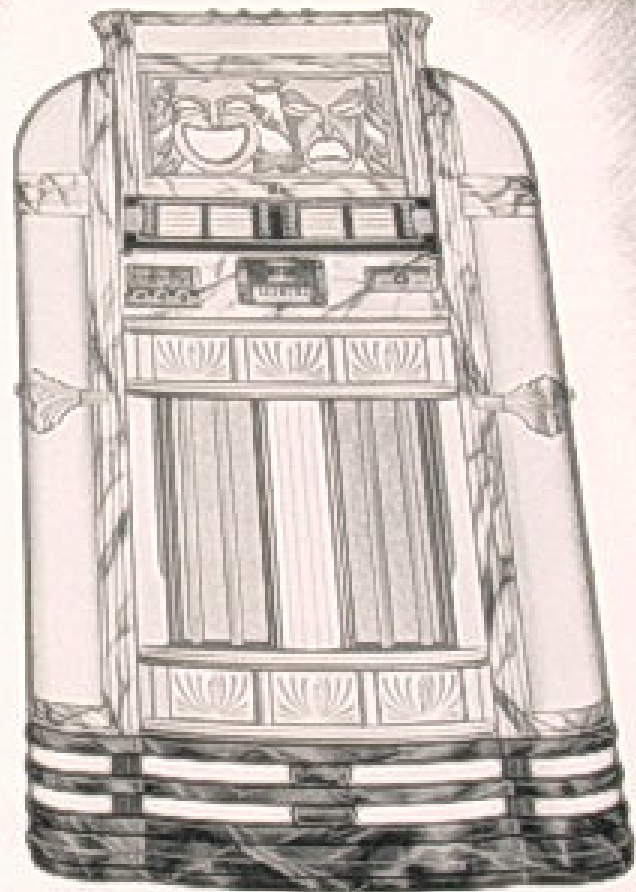
**ELECTRIC SELECTION • BONUS
OVER-RIDE • DUAL TONE FLOW
RAINBOW-GLO ILLUMINATION
30 RECORDS**

Plus these Exclusive Seeburg Features!

Master Control Unit • Illuminated Selector • Selectric Programming • Attach-
ments for Auxiliary Top Spin Speakers • Illuminated Coin Chute • Illuminated
"Record Playing" Indicator • Illuminated "Selection Remaining" Indicator • 4-
Point Suspension Record Tray • Seeburg Dual Tone Compensator • Seeburg Con-
centric Tone Arm • Free Floating Pick-up Head • Bakelite Housed Contact Spring
• Spring Mounted Chassis • Tamper-proof Vending Cover • Seeburg Record
Performance Meter • Front Cabinet Accessibility • Dust-proof, Climate-proof Record
Chamber.

Standard only with Street View.

*Electric Selection is Automatic Music's Most Positive
and Simplified Method of Selection!*



They **LISTEN!**



They **BUY!**



A well known retail merchant once said, "If they can't see it they won't buy it." For this reason he arranged his merchandise in such a way that it was easy to see, thus easy to buy. And he grew rich! This sound merchandising principle is applicable to music. True, music can't be seen, but it can be heard. And if they can't hear it they won't buy it! Today there is an excuse for persons not to hear your symphonies music in any

section of any location — apartment, dormitory, in private dining rooms, separate bars, etc. Seeburg Remote Speakers — the Deluxe SpeakOrgan and Top Spot SpeakOrgan — take your music to every part of any location so all persons can hear it. When they do hear — they listen! And when they listen — they buy! Ask your Seeburg distributor to explain how easy you can have music play with Seeburg Remote Speakers.



Deluxe SPEAKORGAN

Superior Melody Parade bands with almost equal volume from your remote speaker — that's the only feature that makes your Seeburgs play.



Top Spot SPEAKORGAN

Superior Melody Parade and performance music of the new Seeburg. And it's the only one that plays Deluxe music.

Seeburg Remote Speakers

COURT DECISION FAVORS SEEBURG

The Monday, January 22, 1940, a decision was handed down by the United States District Court for the Southern District of Missouri, Eastern Division, in a suit brought by the American Music Company, Inc. against J. P. Seeburg Corporation, Inc. (1934) in the District of St. Louis. Seeburg Corporation, Inc. (1934) and J. P. Seeburg Corporation, Inc. (1934) were the defendants in this suit. The suit was brought by the American Music Company, Inc. against the Seeburg Corporation, Inc. (1934) and J. P. Seeburg Corporation, Inc. (1934) for infringement of the rights of the American Music Company, Inc. in the Seeburg Corporation, Inc. (1934) and J. P. Seeburg Corporation, Inc. (1934) patents.

The Tuesday, January 23, 1940, the United States District Court for the Southern District of Missouri, Eastern Division, in a suit brought by the American Music Company, Inc. against J. P. Seeburg Corporation, Inc. (1934) and J. P. Seeburg Corporation, Inc. (1934) for infringement of the rights of the American Music Company, Inc. in the Seeburg Corporation, Inc. (1934) and J. P. Seeburg Corporation, Inc. (1934) patents.

The Thursday, January 25, 1940, a suit was brought in the United States District Court for the Southern District of Missouri, Eastern Division, by Seeburg Corporation, Inc. (1934) and J. P. Seeburg Corporation, Inc. (1934) against the American Music Company, Inc. (1934) for infringement of the rights of the American Music Company, Inc. in the Seeburg Corporation, Inc. (1934) and J. P. Seeburg Corporation, Inc. (1934) patents.

A GOOD THING IN A SMALL PACKAGE

(Continued from page 7)

"It has to be convenient," said the reviewer, Melody Parade, in a specially designed moulded plastic case, in a cabinet of several harmonizing colors, with illuminated program holder and more of numerous plates, provides a great big beauty and big variety in its.

"It's so easy to use!" We said, "Just plug it in and it's ready to operate, because it's a Seeburg Remote Speaker!"

"With accompanying size and beauty, you'll also have to give us a unit that allows variety," was the order of operation and location success. That eliminated 21 record selections, but the happy idea, that gives your happy person a choice of 7 of the most popular songs of the week, is not a small and profitable unit, in addition to that.

"The construction of a 7-tone selector made it possible for Seeburg to produce a unit that was neither important to the manufacturer — 'Big & Cheap'!"

A Seeburg it is, but in price only, for Melody Parade, beautiful, practical and built in the Seeburg leadership tradition of quality, even operators a money-making unit that will pay for itself many times over in the course of a year!

The Seeburg Representative has gone back to his territory, a general made in place of the many melodies he brought to with him. He's bringing Seeburg Operators a variety of profitable remote music before properly explained. And now to turn his attention to the fact that the unit is carried in the hands of both business owner and person in connection with Melody Parade.

In design and function Melody Parade is another First for Seeburg. Top Spot Operators. It is another link in the Seeburg "chain" — a chain that holds person attention to your "music for sale".

Music Savings
OF 100%
SEEKING INTEREST

IN BOSTON, MASS.

Music Savings Plan, the Seeburg unit by Seeburg Corporation, Inc. (1934) in Boston, Mass. was used in a music store in Boston, Mass. The unit was used in a music store in Boston, Mass. The unit was used in a music store in Boston, Mass.



IN NEW YORK CITY, N. Y.

Two Seeburg Remote Speaker units by Seeburg Corporation, Inc. (1934) in New York City, N. Y. The unit was used in a music store in New York City, N. Y.



IN SAN FRANCISCO, CALIFORNIA

A Seeburg Remote Speaker unit by Seeburg Corporation, Inc. (1934) in San Francisco, California. The unit was used in a music store in San Francisco, California. The unit was used in a music store in San Francisco, California.



MORE ADVANCED FEATURES
LESS COST
GREATER EARNING POWER

*Everything you've always wanted in an Automatic
Photograph is in the*

SEEBURG SYMPHONOLA

Cadet

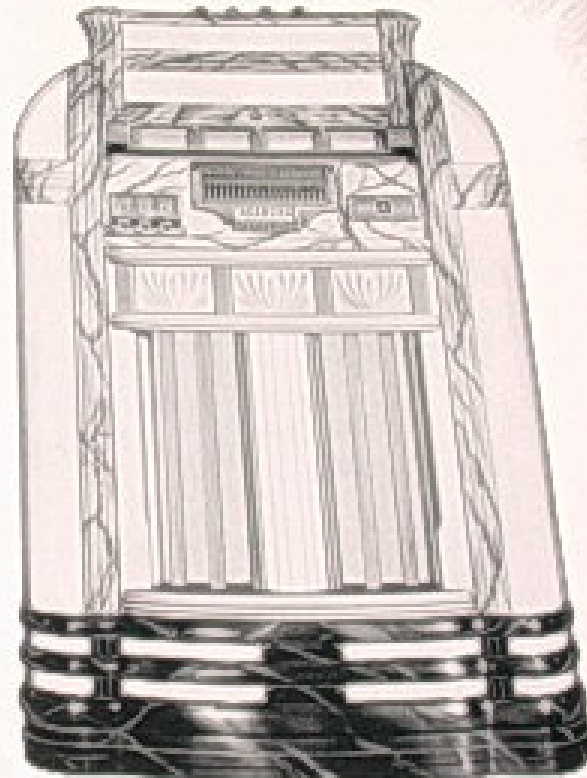
*Seeburg Gives You More Photograph . . . More Exclusive Features . . .
More For Your Money Than Ever Before!*

The Cadet has these Exclusive Features!

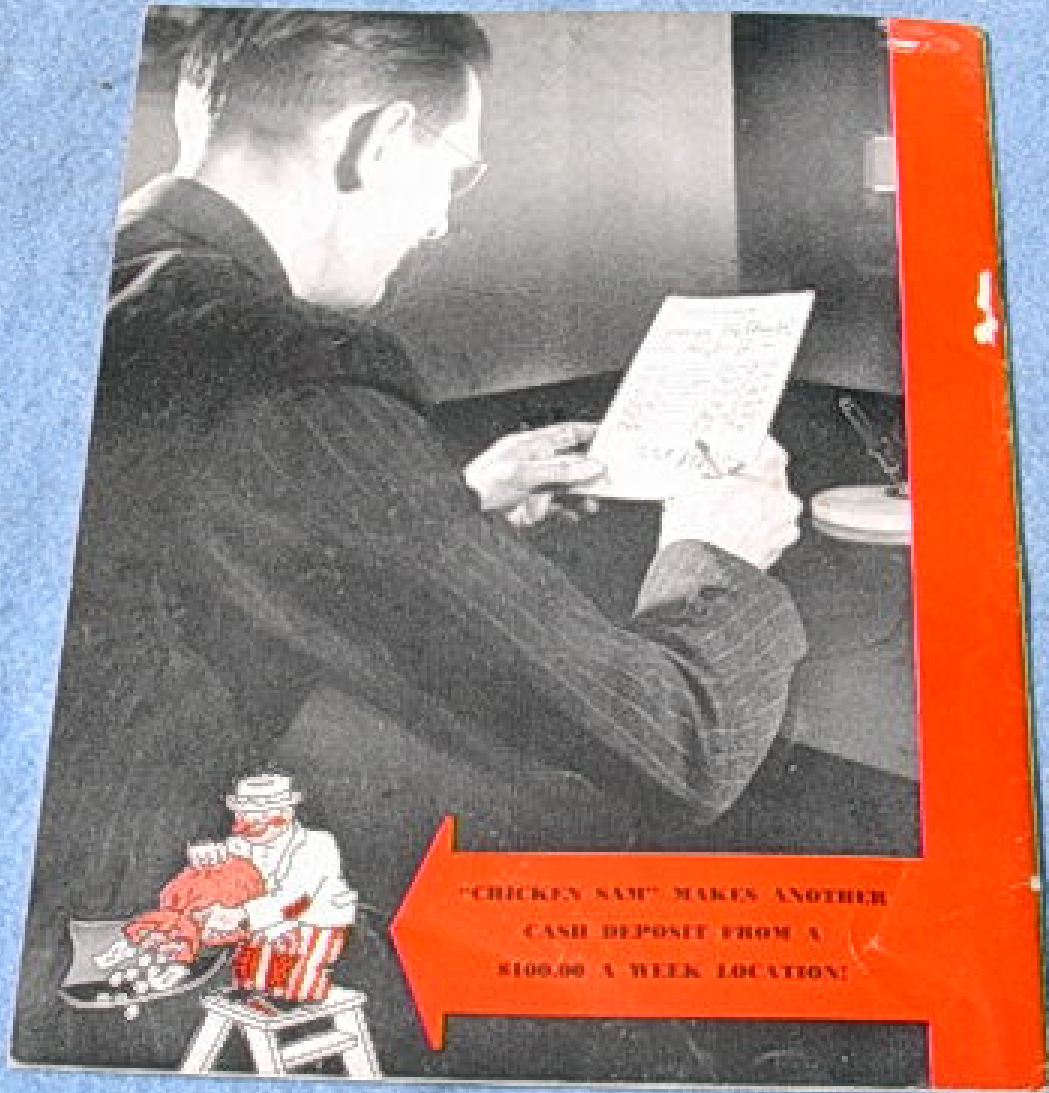
*Electric Selection — Standard Equipment with Personal Choice Electric Selection available in
slight extra cost on standard Cadet Model — Master Control Unit — 25 Watt Double Speaker —
Attachments for Auxiliary Top Spot Speakers — Illuminated "Record Player" Indicator — 4-Piece
Resonance Panel Tone — Selective Dual Tone Compensator — Illuminated Selection — Illumi-
nated Coin Chute — Illuminated "Selection Restorer" Indicator — Seeburg Chromaglo Tone
Arc — Free Floating Pick-up Head — Selective Record-Check Servo — Spring Mounted Chassis
— Temperature Variable Chamber — Seeburg Patent Professional Motor — Total Outdoor Access
Entry — Durable, Chlorinated Paint Chamber*

Standard only with Seeburg Cadet!

20 RECORDS



Electric Selection Assures You Of Accurate Collections!



**"CHICKEN SAM" MAKES ANOTHER
CASH DEPOSIT FROM A
\$100.00 A WEEK LOCATION!**

